ABSTRACT OF THE DISCLOSURE

A novel fluorescent ink is provided which contains at least a coloring material and an aqueous liquid medium for dissolving the coloring material, wherein the coloring material comprises C.I. Acid Red 52 and at least one direct dye, the content of the C.I. Acid Red 52 ranging from 0.1 to 0.4% by weight based on the total amount of the ink, and the content of the direct dye ranging from 0.15 to 0.4% by weight based on the total amount of the ink, and the weight ratio of the direct dye to the C.I. Acid Red 52 is not higher than 1.6. This fluorescent ink is capable of forming prints with fluorescence of high intensity and with high water resistance.